



JEROEN H.F. KAIJSER BOTS, MBA

"INTERNATIONAL MARKETING, MANAGEMENT & COMPANY BUILDING"

PROFILE:

Industrious, entrepreneurial, innovative, independent, reliable, leading by example, ethical, open, communicative, flexible, multi-cultural, team-worker, analytical, results-driven & practical.

OBJECTIVE:

Obtain a Board membership position at Pinelake Preparatory School in order to prepare its students better for the global market-place. Capitalizing on my personal strengths, international experience, marketing, cultural and language skills.

BUSINESS SKILLS:

(INTERNATIONAL) MANAGEMENT: Foundational BUILDER who can set up (international) markets and offices.
STRATEGIC MARKETING: Focused STRATEGIST who develops and implements overall (marketing) strategies.
BRAND BUILDING: Master MARKETEEER who positions brands in the right market with the right message.
TRAINING & EDUCATION: Motivated TRAINER who educates employees & distributors with modern methods.
PROJECT MANAGEMENT: Tireless MANAGER who will start up and guide projects from A to Z.

INDUSTRIES:

Non-Profit, Concrete & Chemicals, Concrete Flooring, Brand Management, Furniture, Import / Export.

LANGUAGES:

Fluent in Dutch, English and German. Functional knowledge of Spanish and French.

EDUCATION:

Master of Business Administration (MBA) USA degree

www.wcu.edu

Commercial Economics Degree (HEAO-CE) Dutch degree

www.hsbrabant.nl

Western Carolina University, Cullowhee, NC (United States), Aug. 1995 - Aug. 1996

Hogeschool West Brabant, Breda (The Netherlands), July 1995 - Aug. 1995

Focus: Marketing, Strategy, Accounting, Finance & Communication. (GPA: 3.6)

European Business Administration (BBA) British degree

www.wlv.ac.uk

European Business Administration (HEAO-EBA) Dutch degree

www.inholland.nl

Wolverhampton University, Wolverhampton (United Kingdom), Sept. 1991 - June 1995

Hogeschool Holland, Amsterdam (The Netherlands), Sept. 1991 - June 1995

Focus: Marketing, Strategy & German.

President / Owner, Jan 2003 – present

www.eurofloors.us

EUROfloors – The Concrete Stain & Epoxy Specialists, Charlotte, NC (**USA**). New concept in commercial flooring. Capitalizing on the building boom in Charlotte, NC. Specialized in installing acid etched designs & epoxy on concrete floors. A high value, low cost product. Responsible for sales & marketing, production management, bookkeeping etc. Four full-time teams, installing projects at Wake Forest University, Levine Museum, Wilkes Community College, Strayer University, BMW, Toyota, Nissan car dealerships etc.

RELATED EXPERIENCE:



Executive Vice-President, Jan 2019 – present (*part-time*)

www.porterlongleafaffoundation.org

Porter Longleaf Foundation, Greensboro, NC (**USA**). Protecting the threatened long-leaf pine forests in the Southern United States by training disadvantaged younger adults in the field of agribusiness and entrepreneurship. Writing training course material, identifying and recruiting eligible trainees, allocating small business loans. Finance & marketing.

International Business Professor, Jan 2004 – May 2008 (*part-time*)

www.cpcc.edu

CPCC, Charlotte, NC (**USA**). Teaching advanced course in International Business at one of the nation's top five community colleges in teaching excellence. Covering international business trade practices, foreign market research, market analysis and writing an Export Business Plan.

Branch Manager, March 2000 - September 2002

www.j-w.com

Johnson & Wolverton, Amsterdam (**Netherlands**). American brand marketing agency with branch office in The Netherlands. Total revenue > \$5 million. Greenfield FDI: Setup, expansion and management of 12 person office. Advice in areas of finance, taxes, law, human resources management, information technology and sales & marketing. EUR 100,000 monthly budget. Profitability within 2 years. 50% ahead of schedule. Customers included Nike, Footlocker and Mexx.

(International) Marketing Coordinator, December 1996 - April 1998

www.pioneer-eclipse.com

Pioneer/Eclipse Corp., Sparta, NC (**USA**). Total revenue over \$32 million. Market leader in floor care machines and chemicals. Large marketing projects: Market research and strategy development, international literature, website development, trade show manager, international communication, pilot projects. Introduced lead-follow-up system. Increased follow-up with 80%. Introduced "Distributor Satisfaction Questionnaire". Standardized internal and external marketing materials. Saved company \$100,000 in website development and bar-coding costs.

Management Assistant, 1990 - 2018 (*part-time*)

www.botsinternational.nl

Bots International Arts & Crafts, Zevenhoven (**The Netherlands / Indonesia**).

Medium sized furniture importer/exporter. Organized and participated in large international furniture trade shows. Market research, strategic plan development, creation of sales materials, website development & maintenance.

Diving, windsurfing, catamaran sailing & skiing. Mountain biking, hiking & kayaking.

Reading of newspapers & magazines. Traveling & backpacking (over 25 countries): Europe, North America & Asia

Previous Member of the Board of the International Business School @ CPCC

www.cpcc.edu

Organizer of the new Netherlands-China-USA CPCC video conference

Summer camp Makemie Woods First Aid responder / volunteer

www.makwoods.org

Active member of Mecklenburg Community Church

www.mecklenburg.org

Active member of Lake Norman Yacht Club

www.lnyc.org

**HOBBY &
SPORT:**

**OTHER
ACTIVITIES:**

REFERENCE:

Available on request



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